



ISRAEL MEDIA LANDSCAPE

www.themediavantage.com



Country Overview

IT IS RANKED THE 20TH MOST COMPETITIVE ECONOMY IN THE WORLD

Overview of Israel



CAPITAL

Jerusalem

REGION

Middle East

GDP PER CAPITA, PPP

\$42,898

GDP

\$395 billion

POPULATION

9,053,300

AREA

21,937 SQ.KM

Israel has a technologically advanced market economy with cut diamonds, high-technology equipment and pharmaceuticals among its major exports.

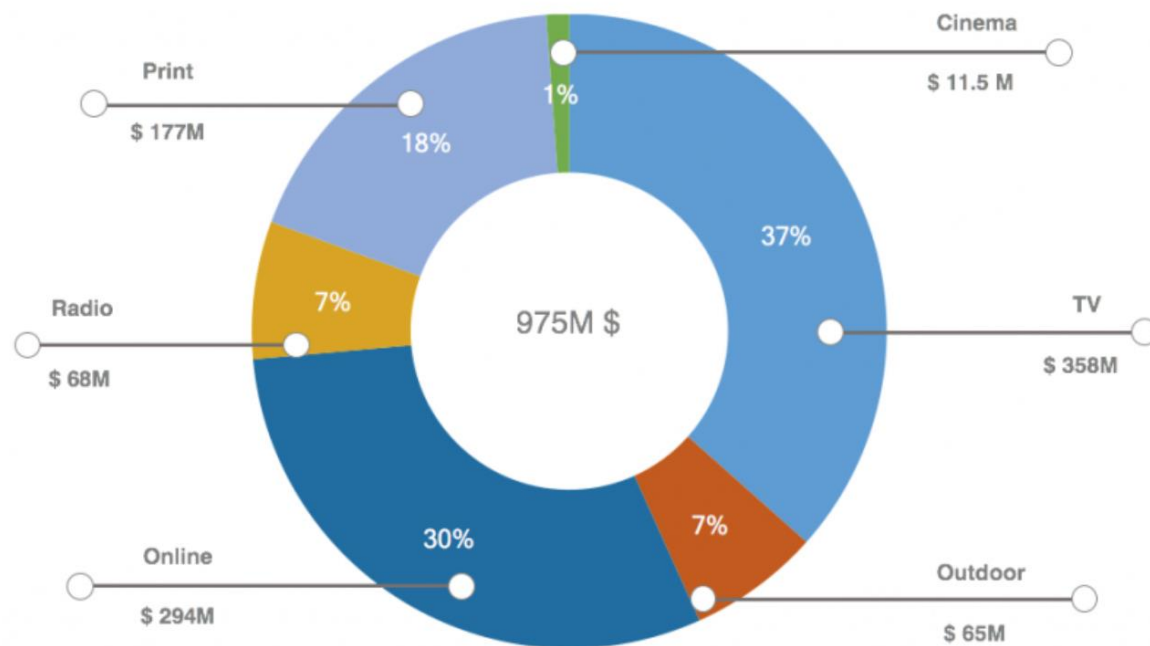
Israel claims Jerusalem as its capital, though it hasn't received wide international recognition. Most foreign countries keep their embassies in Tel Aviv.

The country is home to some of the world's most holy sites, including the Western Wall, the Dome of the Rock and the Al Aqsa Mosque.

Media Consumption Overview

DIGITAL IS QUICKLY CATCHING UP WITH WIDELY USED TRADITIONAL MEDIA

Annual ad spending by media



The largest share of time is spent with TV.



One of the world's most technologically-literate population.



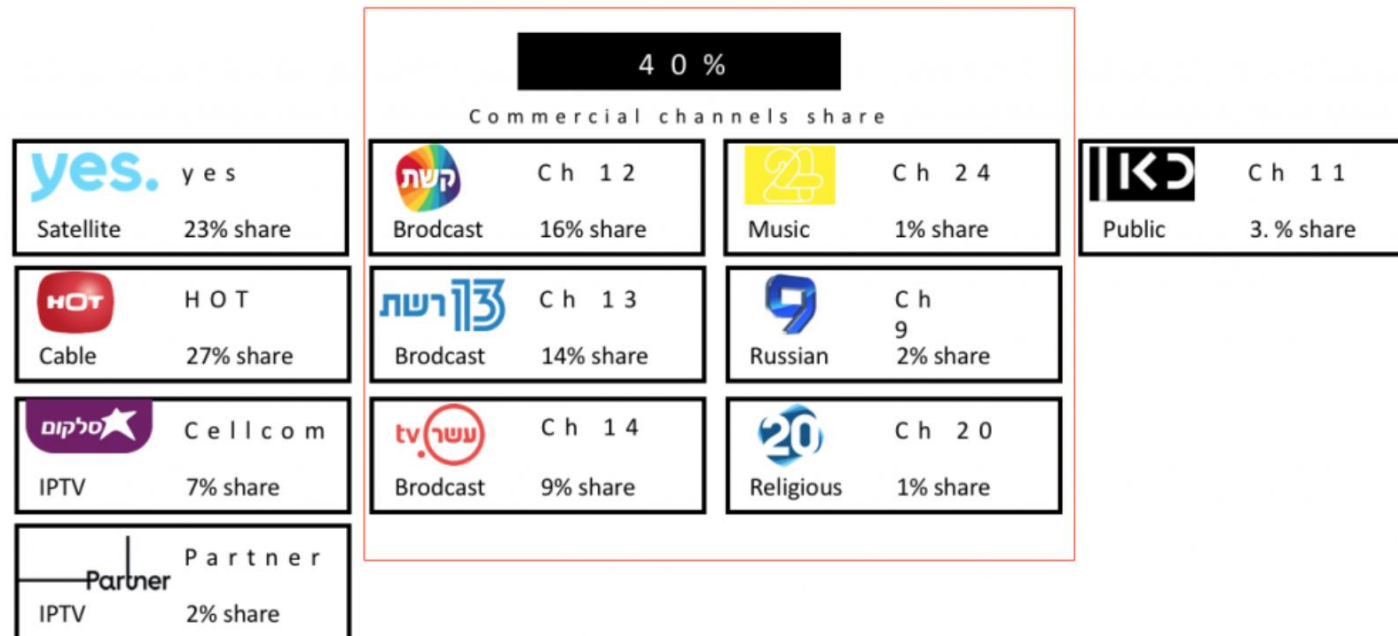
Still an essential part of the Israeli household.



Most important news source.

TV Consumption

THEY SPEND 2 HOURS AND 49 MINUTES WATCHING TELEVISION



Advertising is enabled only on three broadcast channels and three niche channels.

Cable and satellite channels are commercials free in Israel.

Channel 12 is the most popular and widely watched network in the country.

TV Consumption

TOP TV STATIONS

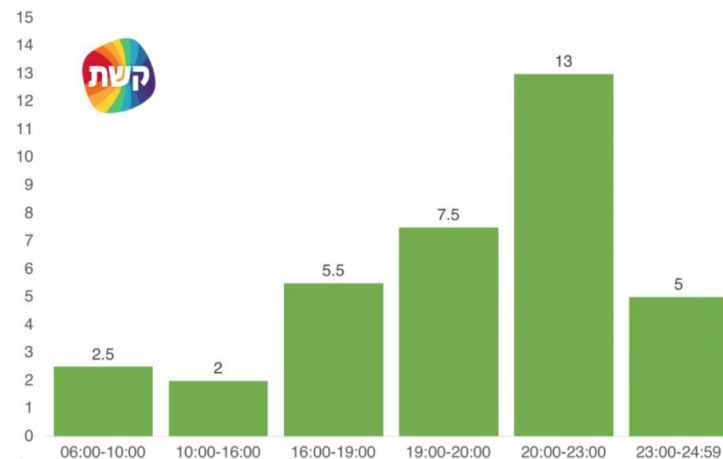
CHANNEL 12

One of the main TV channels in Israel holds a prime-time share of 23% of total viewing, based on family viewing.

Content includes news, family entertainment, drama, and comedy.

- Main content: News and entertainment
- Language: Hebrew
- Buying target audience: Jews H/H
- Average C/GRP 30": \$405
- Buying method: 100% non-floating
- Ad formats: Spots, TV billboards, content

Average H/H GRP by day part



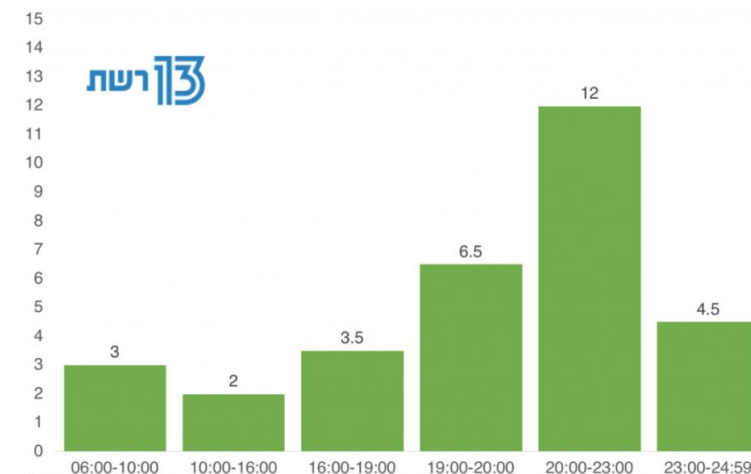
CHANNEL 13

One of the main TV channels in Israel holds a prime-time share of 21% of total viewing, based on family viewing.

Content includes news, family entertainment, drama, and comedy.

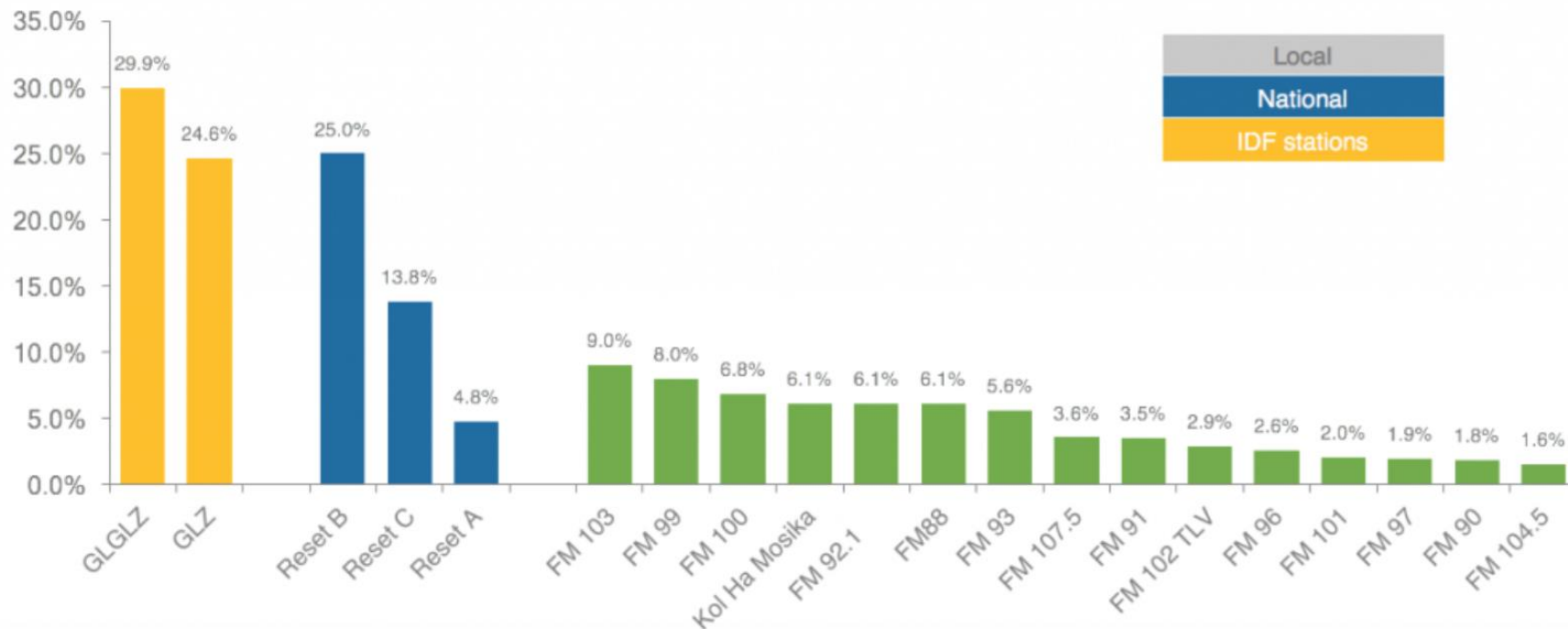
- Main content: News and entertainment
- Language: Hebrew
- Buying target audience: Jews H/H
- Average C/GRP 30": \$405
- Buying method: 100% non-floating
- Ad formats: Spots, TV billboards, content

Average H/H GRP by day part



Radio Consumption

REACHES MORE THAN 90% OF THE POPULATION



The IDF Network

Runs the leading radio stations that have the highest reach

National radio network

Comes closely behind the IDF Network stations in terms of reach

Regional network

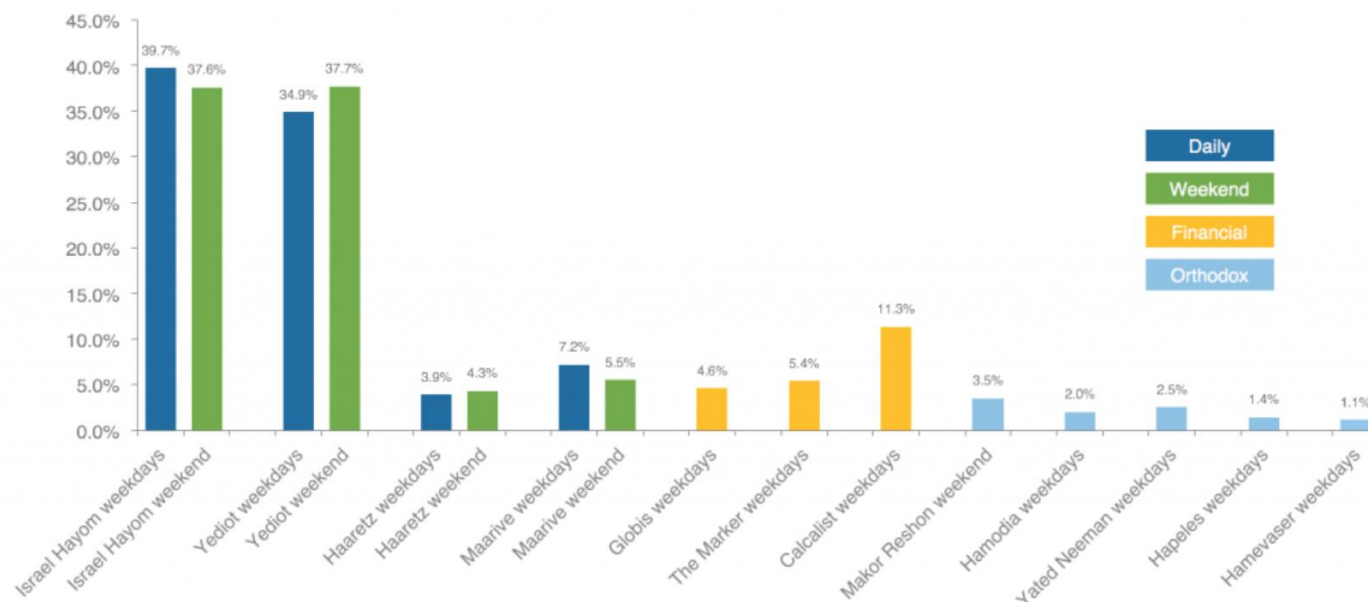
Divided to 14 local stations by geographical area

Print Consumption

DECLINING READERSHIP BUT STILL AUTHORITATIVE AMONG OLDER AUDIENCES

Top newspapers

% Daily reach A18+



Print readership is strong in the country, represented by 41.6% of the population.

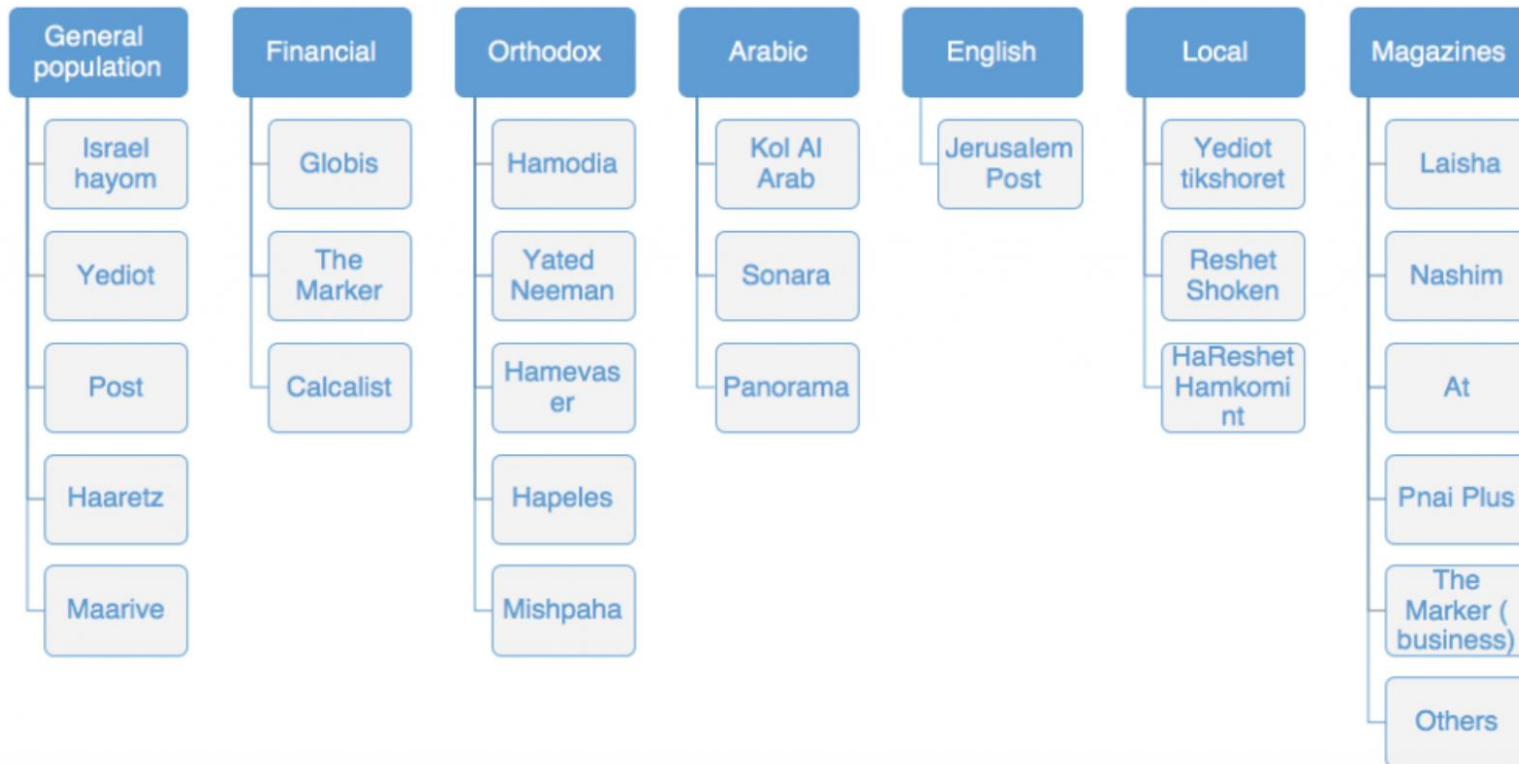
"Israel Hayom" is the country's most widely read paper, followed by "Yediot Achronot".

While print is still popular with older generations, younger audiences are consuming news digitally.

Print Consumption

AN OVERVIEW OF THE PRINT LANDSCAPE ACROSS ALL GENRES IN ISRAEL

Print Publication Map



Print Consumption

CALCALIST

A leading business voice in the country, Calcalist runs five days a week, and publishes a supplement on Thursdays. It is recognized as the leader in national conferences, including the prestigious "Israel forecasts" and innovative start-ups competitions. Calcalist targets professionals in the fields of economy, law, and business, but at the same time appeals to a larger audience. In November 2017, Calcalist launched an English-language site focusing on Israeli technology news, called [CTech](#).

THE MARKER

The Marker is a Hebrew-language daily business newspaper. The paper provides extensive and in-depth coverage of Israel and its economy. Some of The Marker's articles are translated to English and appear in the English version of Haaretz in cooperation with the New York Times. Its readers are typically highly educated, affluent, and tech savvy, making [The Marker](#) an essential media buy for those looking to target audiences who are interested in one of the world's dominant regions for news.

GLOBES

[Globes](#) is a Hebrew-language daily evening financial newspaper and has been the oldest and largest of its kind in Israel. It deals with economic issues and news from the Israeli and international business worlds. The color of the paper is pink, inspired by the British Financial Times. The paper brings unrivalled coverage of Israeli business to some 45,000 subscribers representing Israel's elite in management, investment, technology, law, accounting, and marketing.



Digital Consumption

INTERNET PENETRATION RATE STANDS AT 90%



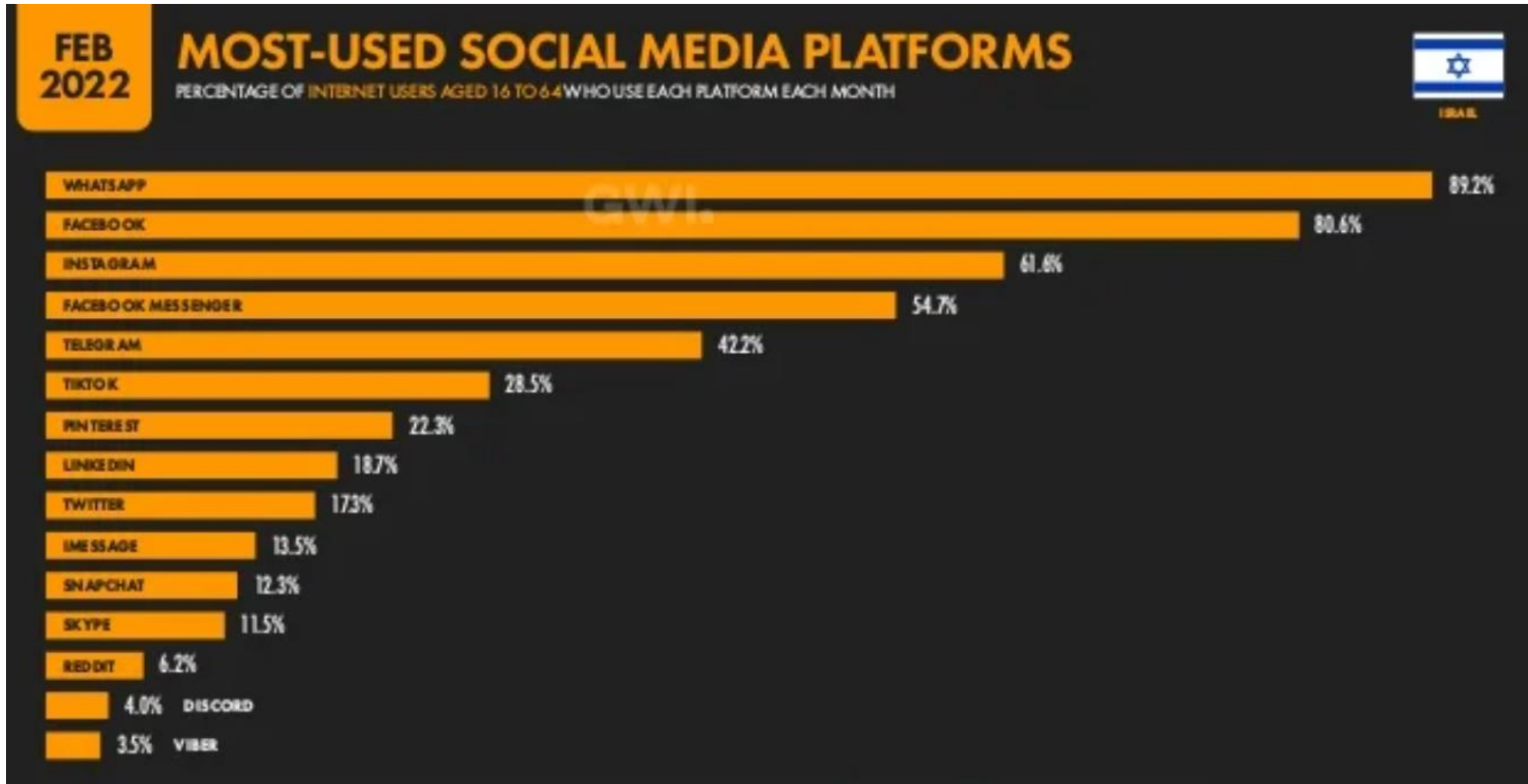
Digital Consumption

LOCAL NEWS WEBSITES FEATURE IN THE TOP 10 MOST POPULAR WEBSITES



Digital Consumption

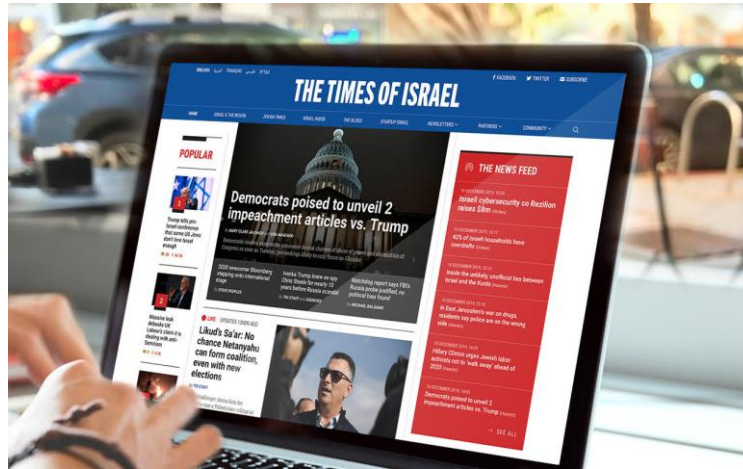
WHATSAPP IS THE MOST USED SOCIAL MEDIA PLATFORM



Digital Consumption

TIMES OF ISRAEL

The Times of Israel is an Israel-based, primarily English-language online newspaper launched in 2012. It was co-founded by journalist David Horovitz, who is also the founding editor, and American hedge fund manager Seth Klarman. It covers developments in Israel, the Middle East and around the Jewish world. Along with its original English-language site, The Times of Israel publishes in Arabic, French, and Persian editions. The Times of Israel has no partisan political affiliation. It seeks to present the news fair-mindedly and offers a wide range of analysis and opinion pieces.



OOH Advertising



Tel Aviv is the epicentre of outdoor advertising in Israel.

In Tel Aviv, advertisers are willing to cover a building's renovation cost in order to get the city's most coveted facades.



VIEWABILITY



TANGIBLE IMPACT



MEASUREMENT



TRANSPARENCY



OOH Advertising

Israel has a myriad of OOH solutions allowing us to target specific demographics and areas.

REACH

STREET FURNITURE



FAME

HIGHWAY BILLBOARDS



CONNECT

RETAIL & POS



AIRPORTS




KEY CITIES:

Jerusalem
Tel Aviv
Haifa
Eilat




Acre
Herzliya
Beersheva
Tiberias
Netanya
Safed/Tzefat

Airport Advertising Opportunities



Departures
Branches - 9 signs

Advertisement package in the departure path:
9 great and back-lighted signs in all the branches
nearby the gates. 100% exposure to outgoing
travelers / passengers.

		
Departures	20 million visitors (2017)	52 sq mr

TERMINAL 3 Digital
Duty Free Digital Showcase

12 LF LED digital screens located in Terminal 3's main duty free hall. Viewed by both departing and landing travelers! over 25 million viewers per year.

			
Departures	Arrivals	Over 25 million viewers (per year)	120 sq mr



Airport Advertising Opportunities



TERMINAL 3

4 vinyl signs located in the main Duty Free area of Terminal 3. Direct head-on-read makes these advertising signs very popular.

✈ Departures
 25 million travelers (2018)
 ✂ 44 sq m



TERMINAL 3 Check-In Hall

1 exclusive backlit sign located in El-Al Israeli Airline's business and first class check-in area.

✈ Departures
 25 million travelers (2018)



TERMINAL 3 Check-In Hall

5 backlit signs strategically located under departures information screens connecting in the check-in hall. Viewed by 100% of outgoing traffic.

✈ Departures
 100% of outgoing traffic
 ✂ 7 sq m

Let's Discuss

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